DestRec

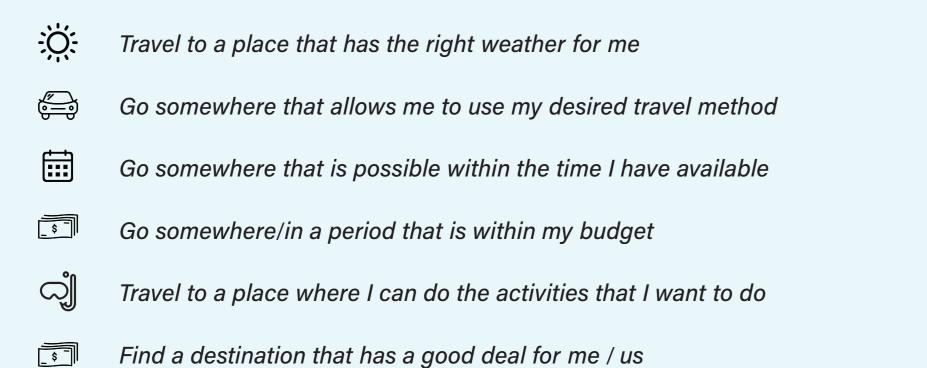
Customer Journey



Discovering



Jobs (I'm going on a trip so I want to...)



Go to a destination because of a special event

Make a plan of activities to do in my destination

Find the time period that offers the best value for money in my chosen destination

Have a clear idea on how much I am going to spend on my trip

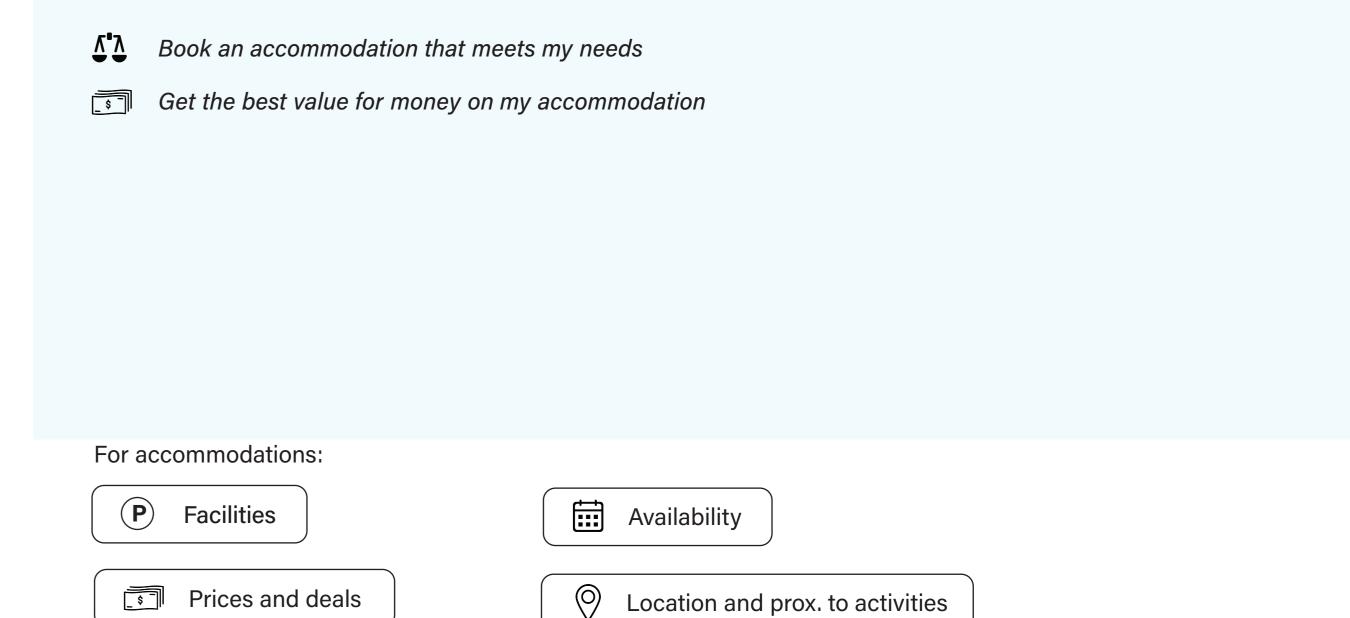
Be sure it's the right place for me and there are no bad surprises

I want to enjoy the best weather for my destination

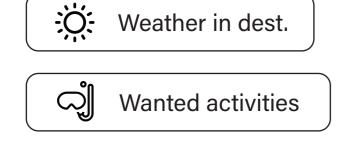
Available budget

Transportation info

Time period to go for best prices / deals



Information needed



Dreaming

Available time

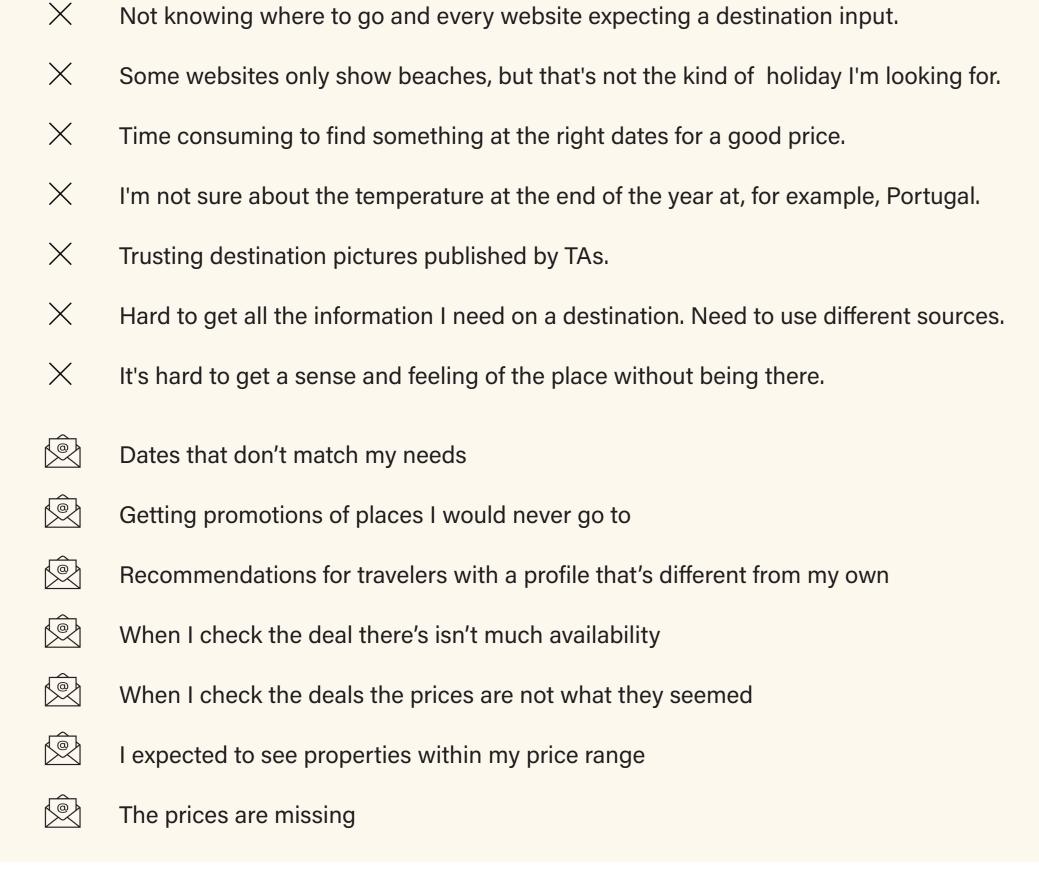
Available budget



- imes Hard to get the best deal in the right period.
 - X Hard to arrange detailed plans for a whole group
 - X Time consumig to find places that match personal preferences
 - X Finding local tips

Detailed activities

Pains



Not knowing how much time to stay in each place

MLT Urgency of finding a place to stay

Taking time from my trip to do research

Low availablity and high prices when booking on the go

Time consuming to define the route and how to get to each place

X Comparing places and choose 1 without knowing them

X Not knowing when is enough research (am I ready?)

X Hard to get access to locals and local websites before travelling

X Find information on properties about late check out and parking

X Agree with travel compagnions

X Time consuming to read reviews on properties to feel confident of quality

X Fear of not finding something that fits needs

X Find information about cancellation and other policies

MLT Comparing properties on mobile devices is difficult